



WPTV

Print Date: 08/21/12

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Contract / Revision

307363

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 08/08/12/ 08/08/12

Order Sep 00:20:00

Advertiser **American Crossroads**

Product American Crossroads

Estimate # **692**



WPTV

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Flight Dates 10/02/12-10/08/12

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Advertiser American Crossroads

Product American Crossroads

Estimate # 692

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N15	WPTV	10/04/12	10/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	--- 1 ---	:30	1	\$1,700.00	P-2	0.00	NM		1	\$1,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/02/12 10/08/12 --- 1 --- 1 \$1,700.00 0.00																
N16	WPTV	10/05/12	10/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	--- 1 --	:30	1	\$700.00	P-2	0.00	NM		1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/02/12 10/08/12 --- 1 -- 1 \$700.00 0.00																
N17	WPTV	10/06/12	10/06/12	Sa 8-10a Sa 8-10a	CM	8-10a	----- S -	:30	1	\$1,000.00	P-2	0.00	NM		1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/02/12 10/08/12 ----- S - 1 \$1,000.00 0.00																
N18	WPTV	10/07/12	10/07/12	Su 8-9a Su 8-9a	CM	8-9a	----- S	:30	1	\$1,200.00	P-2	0.00	NM		1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/02/12 10/08/12 ----- S 1 \$1,200.00 0.00																
N19	WPTV	10/07/12	10/07/12	NFL Pregame NFL Pregame (7:00 PM-8:15 PM)	CM	4-10p	----- S	:30	1	\$2,000.00	P-2	0.00	NM		1	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/02/12 10/08/12 ----- S 1 \$2,000.00 0.00																
Totals														39	\$43,500.00	